



# *Patient Centered Care*

***RADM Kathleen L. Martin, NC, USN***

**Deputy Surgeon General of the Navy**

***Vice Chief, Bureau of Medicine and Surgery***

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# Vision Statement

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NNMC is the Flagship of:

- Force Health Protection
- Graduate Medical education
- World-Class Health Care

# Environmental Assessment

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- Low TRICARE enrollment
- Internal focus
- Declining market share
- No competitive market advantage
- High cost per work unit
- Unpredictable GME patient volume

# Organizational Challenges

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- Fragmented service delivery
- Uncoordinated care
- Unresponsive systems, processes and schedules

# The Goal

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- World class organization with a patient centered environment
- Convenient patient access
- Patient enrollment optimized to sustain healthcare infrastructure and training requirements
- The essence of Force Health Protection

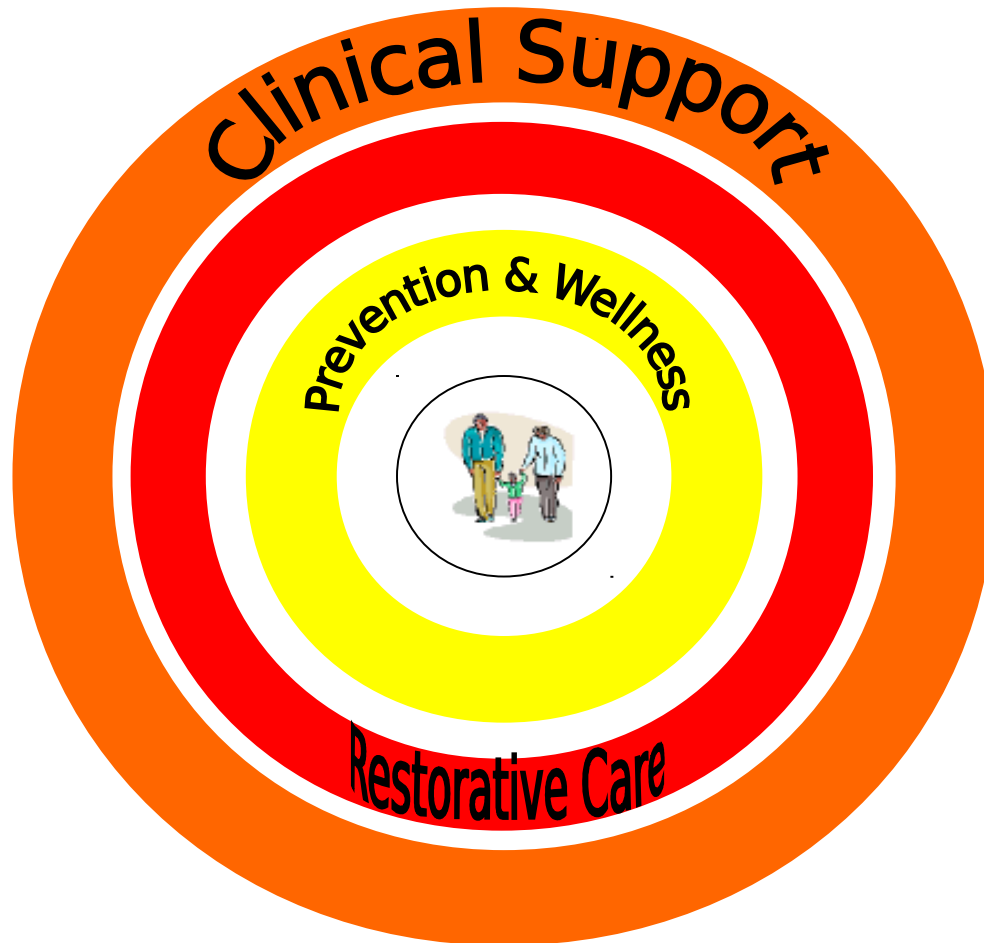
# Patient Focused

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“Always listen to your patient. They will tell you what is wrong. They may not be able to solve the problem, but they can almost always tell you where it is.”

# Patient Centered

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# CNO'S Top 5 Priorities

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- Manpower
- Current Readiness
- Future Readiness
- Quality of Service
- Organizational Alignment

**Navy Core Values: Honor ~ Courage ~  
Commitment**



# Shifting The Focus to Health

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## Where we are...

### *FOCUS ON DISEASE*

- **Sub optimal satisfaction**
  - *Enrollment*
  - *Appointment system*
  - *Claims processing*
- **Sub optimal points of access**
  - *Advice/Triage/E.R.*
- **Highly episodic utilization**
  - *Many unplanned visits*
- **Lack of continuity**
- **Decreased “health status”**

## Where we want to be...

### *FOCUS ON HEALTH*

- **Increase appropriate access**
- **Improve population health**
  - *Enroll and assess needs*
  - *Primary disease/injury prevention*
  - *Demand management*
  - *Referral management*
  - *Case management*
  - *Clinical practice guidelines*
- **Ensure continuity of care**
- **Increase satisfaction & loyalty**

*INTERVENTION*



*PREVENTION*

# Critical Success Factors

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- Family-Centered Care Program
- Patient-Centered Culture
- Total Force Health Protection

*“Relevant & Reasonable”*

# **Results of 2000 Picker Study of Perinatal Services**

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- Outstanding Providers
- Current perinatal care system is too often rigid and staff-centered.
- Our families are unhappy with the system
- Further complicated by:
  - “Easy Standard” option
  - Upcoming loss of NAS

# Family Centered Care Initiatives

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- Chartered Perinatal Integrated Project Team (IPT)
- Intense review over 6 months defined six core elements to Perinatal Services:
  - Continuity across the spectrum
  - Facilitated access to range of services
  - Private rooms (pre and post delivery)
  - 2<sup>nd</sup> trimester ultrasound
  - Lactation support
  - Robust marketing program
- Launched Family Centered Care Program in August 2002

# DoD/Service Efforts

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- Standardized Clinical Practice Guideline for uncomplicated obstetric care streamlines visits
- Continuity of primary care provider [obstetrician, family practice or certified nurse midwife] throughout pregnancy and delivery
- Active use of birth plans
- Active involvement of husband and siblings
- Where possible, single room maternity care
- Pain management according to mother's preferences
- Use of goal oriented prenatal visits to cover all educational aspects of care

# Family Centered Care

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- We are preparing a family for a birth.
- Families allow us the privilege of being an invited guest at one of the most important events in their lives.
- This interaction defines how we are perceived by our families.
- We will capitalize on the unique period of awareness when families focus on health.
- We will promote practices that enhance efficiency, safety, and patient and staff satisfaction.



# Leadership Philosophy

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- “Delivering babies is a very important component of our force health protection.
- It is one of the richest opportunities we have to affect health behaviors, and for building strong families from the beginning.
- What better opportunity is there to interest our sailors and marines in their health than when they are creating a family?”

VADM Michael Cowan, MC, USN

Statement before the HASC March 27, 2003

# Patient Centered Culture

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- Quality service means exceeding customer expectations, and paying attention to the details. In health care, this requires establishing a shared vision of services, then setting standards and integrated systems to accomplish this service.
- The Family Centered Care Program is one step to a larger effort to transform Navy Medicine into a Patient-Centered Culture.
- Navy Medicine's desire is to create Navy and Marine Corps families, and keep them for life!



# Force Health Protection

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- Maintain a Healthy and Fit Force
- Protect the Fleet and Marine Corps
- Restore Health: Deployed and at Home
- TRICARE For Life

***The Maintenance and Repair Program for Sailors  
and Marines***

# **The Future has Several Names:**

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- For the weak it is the impossible
- For the fainthearted it is the unknown
- For the thoughtful and valiant it is the ideal

Victor Hugo